

What Cost To Paint This House?



**1st. Grade Paint
vs. 2nd. Grade**

300 painters and dealers from 50 typical cities give figures resulting in these averages and comparisons:

1st. Grade Paint 2nd. Grade Paint

Average Price per Gallon **\$3.91** **\$2.70** Average Price per Gallon

Average Coverage per Gallon **40 Square Yards 2 COATS** **30 Square Yards 2 COATS** Average Coverage per Gallon

Required for 500yd. House (500÷40) Gallons **12 1/2** **16 2/3** Required for 500yd. House (500÷30) Gallons

12 1/2 X \$3.91 = \$48.87 **\$45.00** **16 2/3 X \$2.70 = \$45.00**

Labor - recognized as three-fourths of the job **\$146.61** **\$146.61** Labor figured same with both grades of paint

Total \$195.48 **\$191.61 Total**

2nd. Grade Paint saves average of only \$3.87 first cost

But—how long will each job last?

These same painters and dealers state:

1st. Grade Paint 5 Years **2 Years** **2nd. Grade Paint**



Quality Paint lasts 2 1/2 Times longer

1 X \$195.48 = \$195.48

2 1/2 X \$191.61 = \$479.03

479.03
195.48



283.55 **Greater 5 Year Cost 2nd. Grade**

Forget "gallons"—figure in years of economy and protection!

It's so easy to save when painting - -

Not just a few cents on a can of paint, but the entire cost of a complete job of painting!

How is it done?

By using paint which costs little, if any more, than "cheap" materials to do the job, and which wears so well that you need re-paint only half as often — completely avoiding every other painting.

That paint is Patton's Sun - Proof House Paint, a Pittsburgh Proof Product. How this famous paint actually makes such a saving — frequently an even greater saving — is clearly explained on the yellow chart printed on this folder.

This chart is not based upon our ideas of Patton's Sun-Proof House Paint. It is the expert opinion of store-keepers and master-painters who have sold and used different grades of paints, and who know the facts about all of them.



This chart explains why homeowners who once use Patton's Sun-Proof House Paint will have no other, and why their homes always look new, and are new because fully protected.

Then, too, the colors of Patton's Sun - Proof Paint are unusually beautiful and clear in tone, a fact not to be overlooked if you want your property to look its best and to keep its fresh painted appearance as long as possible.

Twelve popular shades are sampled on the leaflet inside this folder.

**PITTSBURGH
PLATE GLASS CO.**

Paint, Varnish and Lacquer Factories, Milwaukee, Wis.
Newark, N.J., Portland, Ore., Los Angeles, Cal.



**Beauty
that
Endures**

**A. I. Lindsey Lumber Co.,
Aguilar, Colo.**

PITTSBURGH *Proof* PRODUCTS

for beauty that endures hard use and cleaning

THREE things you certainly want in any interior finish—

- 1—Beauty that will not readily fade nor mar from use.
- 2—A surface that will wear so well that frequent re-finishing is unnecessary.
- 3—A surface that does not soil easily, and that cleans **perfectly clean!**

You are certain of these qualities when you use **Pittsburgh Proof Products**—paint, varnish, lacquer and enamel made expressly to give **unusual wear, to maintain** their great beauty in spite of hard use and frequent cleaning.

Then, too, it is so easy to produce splendid results with **Pittsburgh Proof Products**. They cover so well that **one coat** is all that is usually required, which of course

means a real saving in the amount of material needed as well as in time.

And such exquisite colors! Strictly up-to-date, you are sure of the newest color effects. Moreover, these colors are so made that they may be mixed together very easily to produce delicate shades and tints to exactly match your drapes, rugs or any other "color keys" already in your rooms.

There is a **Pittsburgh Proof Product** especially made to give the most beauty and wear on each kind of surface—or walls, woodwork, floors, furniture, etc. Many are described on the leaflets in this folder. And some of the most popular colors are shown.

That they are unusually attractive, you will agree. But what no sample can show is the fine quality of **Pittsburgh Proof Products**.

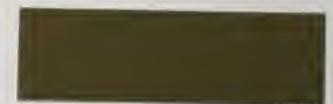


REMEMBER that every **Pittsburgh Proof Product** is made to give you the greatest beauty and the longest wear for every dollar you spend for Paint, Varnish, Lacquer or Enamel, so that you can keep any surface beautiful and protected against wear and decay for the lowest cost and the least work.

PITTSBURGH *Proof* Products

FLORHIDE ENAMEL

for Wood or Cement Floors - Inside or Outside



6—DIRT COLOR



7—LEAD COLOR



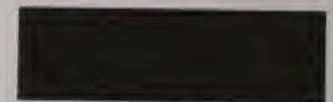
9—FAWN



1—LIGHT YELLOW



2—DARK YELLOW



10—DARK SLATE

FOR OTHER COLORS SEE FLORHIDE ENAMEL COLOR CARD AT OUR STORE

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Floors - Inside or



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7-



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